

webbooks

Prepared For: Lead Name

Lead Property Address



Selling Proposal and Plan for:

Mr & Mrs Smith



Dear John Smith,

Thank you for the opportunity to be involved in the appraisal of your property. Our initial meeting has enabled me to achieve a clear understanding of your needs and specific property goals that you would like to achieve with the sale of your property.

The Complete Selling Plan that we discussed, I believe is the most effective model for achieving the best outcome. During our time together I made a commitment to you that I would consolidate all the information we discussed into a full proposal, which I have now completed.

This proposal will cover the following areas:

- Property Pricing
- Selling Plan
- Marketing Strategy and Investment
- Property Preparation Checklist
- Surrounding Sales and Market Results
- Weekly Communication
- Time-line and Actions

This document will navigate our journey with you towards a successful sale. By putting this proposal, quote, and the terms of sale, in writing you will know exactly what it is that we would be doing on your behalf should you engage our company as your chosen agent to represent you.

Our commitment is to keep you fully informed of every step of the process to achieve an excellent result in the active market. We look forward to your response to this proposal and your decision to engage our services.

Kind regards,
Chris Henry, River Real Estate



Property Pricing

Price at which the Property is to be offered and in interest of an offer: \$375,000

Recommended method of sale: Private Treaty

Agent's opinion as to current estimated selling price (or price range): \$375,000-\$405,000

(This opinion is not to be construed as a valuation)

Agents fee as discussed: N/A

Property Details

57 Robinsons Road, Vic 3199



4 Beds



459 sqm Living



3 Baths



645 sqm Land



2 Cars

Comparable Property Report



79 Burlington View St

Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size	Sold Price		
500 m²	\$600,000		



88 Webb St East Gosford

Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size	Sold Price		
500 m²	\$600,000		



50 White St Gosford

Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size	Sold Price		
500 m ²	\$600,000		



90 Burlington St

Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size	Sold Price		
500 m ²	\$600,000		

The Complete Selling Plan

In order to achieve the best result we have broken the selling process into three simple steps that we believe will provide the most effective structure in selling your property. Creating energy around the property is what attracts the best purchasers early. Solid marketing to our confirmed and registered database in addition to the promotional campaign will ensure that everything possible is being done to provide the comfort and security that your property is sold for its greatest price in the time-frame that is acceptable to you.

The following table is a summary of the selling plan I have demonstrated to you.

Step 1 – Behind the Scenes

- Photography
- Creative Development
- Contract of Sale
- Database Notification
- Coming Soon Campaign and pre-marketing preview



Step 2 – On the Market

- Signboard and Internet launch
- Distribution Marketing
- Database Appointments
- Interest and Price Guide Report
- Media and Press Release and Open for Inspections



Step 3 – Results and Decisions

- Marketplace Reports
- Possible Offers
- Negotiation Process
- Confirmation of Sale and Price
- Sale and Awaiting Settlement



Marketing Strategy and Investment

Marketing	Item	Size	Cost
Direct Mail	Just listed letterbox drops, database email	DLx500	\$250
Portals	realestate.com.au	Priority Listing	\$1395
Floorplan	Floor plan & site plan colour	A4	\$250
Photography	Day photography	Unlimited shots	\$600
Brochures	4 page brochure with floorplan x 50 & window card	A4	\$200
Press	Frankston Leader	Double Module	\$600
Press	Frankston Leader	Single Module	\$300
Photoboard - Property	Photoboard	5x7	\$250
Other	Other	Other	Other
Other	Other	Other	Other
Other	Other	Other	Other

Essential Marketing Launch

As part of our commitment to your property we will be doing the following essential marketing.

- ☐ Placing your property in our window display
- ☐ Launching the property on our multiple websites
- ☐ Writing a feature editorial for the local press
- ☐ Sending bulk communications via email and SMS to all registered buyers
- ☐ A local Just Listed property brochure followed by phone call



Property Preparation Checklist

The presentation of your property is a key part of a buyer's first impression.

Ensuring your property looks its best, prior to photographs being taken and before each open house, will give you the best opportunity to achieve an outstanding result. In order to help you with this, we've put together a small list of ideas that you may want to consider when presenting your property.

Exterior

Always ensure that lawns are freshly cut and edged - Place fresh mulch on the garden beds - Neatly trim trees around windows and doors - Remove any clutter or rubbish from around the exterior of the house - Ensure garden hoses are neat and tidy.

Always empty bins and keep them out of site, if possible - Where possible, clean windows/glass on the exterior of your property - Make sure you keep garden hedges trimmed - Place additional plants to fill garden beds, where needed - Clean out any visible storage under the house, where applicable - Finalise any small painting jobs on the home or surrounding structures.

Interior

Remove any clutter to give a minimalist and welcoming feel - Ensure internal windows/glass/screens are clean, including mirrors - Wipe down window sills and clean out sliding door tracks - Steam clean carpeted areas, where possible - Check for and clean any marks on internal walls - Paint or re-paint walls, if necessary - Ensure kitchen cook tops and benches are wiped clean - Wash or replace curtains/blinds, where required - Remove dust build-up or spider webs, if applicable - Make sure all light globes and fittings are in working order.

Pest and Building

A Pest and Building Inspection is an option for someone selling their property. In the majority of cases, a buyer will be advised by their solicitor to do both prior to exchange.

When going to auction it is recommended to do your own Pest and Building reports to ensure there are no issues with your home prior to the marketing campaign starting. It also is beneficial to be able to pass these on to any of the interested parties during the campaign.

Please understand these are merely suggestions to assist you in achieving the very best result possible. If you need any help with the presentation of your home or need external help with getting any work completed, please don't hesitate to call me.



Weekly Meeting Agenda and Property Results

I like to track my properties weekly as in my experience this is a manageable time-frame to ensure every base is covered along the way and we are constantly moving towards a successful outcome. Each week we will provide a table of results as below that will provide a running numbers report of your property.

57 Robinsons Road, Vic 3199

Days on Market	23	Contract Issued	4
Virtual Inspections	178	Second Inspections	6
Email Enquiries	95	Offers	1
Groups Inspected	30	Interested Parties	4



Meeting Agenda

I will meet with you every week to discuss and monitor every step of your auction process and will do everything I can to help you achieve a successful result.

Keep this agenda while your property is listed for sale and use it to refer to and help identify any other topics that you may wish to discuss.

Agenda for Weekly Meetings

- What has happened so far?
- Do you feel we are communicating enough?
- How has the process compared to your expectations?
- Promotion
- Process
- Price
- Presentation
- Summary of what needs to be done to achieve you a result



Where To From Here

The following check list will navigate your journey with us towards a solid understanding of every important step of the real estate process.

With the checklist complete you can move on with your plans. We would then thank you for the opportunity for being your agent and hope we have earned the right to be referred to your family and friends.

In today's real estate industry the only indication we have that we are completely qualified to sell real estate is your satisfaction and testimonial.

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|---|--|
| <input type="checkbox"/> Signing the agreement will be the activation of our service | <input type="checkbox"/> A team visit will be booked. |
| <input type="checkbox"/> We will prepare a full detailed list of features & benefits of your home. | <input type="checkbox"/> Decide on which buyers qualify to inspect the home. |
| <input type="checkbox"/> We will provide you with a check list that helps you in preparing your home. | <input type="checkbox"/> Generate interest through the surrounding local residents. |
| <input type="checkbox"/> Photography will be booked. | <input type="checkbox"/> Launch our media release promoting local residents. |
| <input type="checkbox"/> Preparation of documentation and legals. | <input type="checkbox"/> We will provide you with feedback regarding inspections and offers. |
| <input type="checkbox"/> We will secure marketing space for media release. | <input type="checkbox"/> Facilitate all possible offers and negotiate the best possible outcome. |
| <input type="checkbox"/> Your keys will be tagged and registered. | <input type="checkbox"/> Await your decision of what is acceptable to you. |
| <input type="checkbox"/> Organise copywriting for information text. | <input type="checkbox"/> Once the above is achieved we will execute all paper work. |
| <input type="checkbox"/> We will send bulk messages (email & SMS) our database (coming soon message). | <input type="checkbox"/> Attach the sold sticker. |
| <input type="checkbox"/> Signage will be arranged. | <input type="checkbox"/> Pay the sales funds into your nominated bank account. |
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Optional Custom Section

This is an example of an optional section that you can add Text, Video, Image, Links or check boxes to. Add as many of your own optional sections as you like.

Show them at the end of this template or you can re order them within the above template sections, making it a hybrid web book that is part template and part free form web book.

Book a Web Books Demo

Email Address (required)

Full Name (required)

Contact Number (required)

Company Name (required)

Additional Comments